

**ABSTRACT**

The invention is related to cosmetology, or, more exactly, to agents for hair activation, hair bleaching, hair coloring and hair conditioning. The invention may found application in the manufacture of cosmetic agents, in cosmetology, in  
5 hairdressing and for bleaching and coloring of any type of keratin-containing fibers, for example, eyelashes, natural wool, fur and plumes. The claimed group of inventions is based on the use of perfluoro-organic compounds as solvent for melanin. Emulsions containing perfluoro-organic compounds of the "oil-in-water" type (direct emulsion) and "water-in-oil" type (reverse emulsions) represent the  
10 compositions for treating keratin-containing fibers. Emulsions are stabilized by surfactants and contain dispersed particles of specified size, which fact makes it possible for them to penetrate inside a hair. Compositions for hair bleaching and coloring additionally include a bleaching or dyeing agent. The compositions are non-toxic and cause no damage to hair. After a period of 10-20 minutes the  
15 compositions produce intensive coloring of keratin-containing fibers that is preserved for a long period of time.